

GRESHAM REDEVELOPMENT COMMISSION MEETING MINUTES
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A. CALL TO ORDER BY PRESIDING OFFICER

Chair Shane T. Bemis called the Gresham Redevelopment Commission (GRDC) meeting to order at 4:00 p.m. on the 18th day of March 2010 in the Council Chambers, Public Safety & Schools Bldg., 1333 NW Eastman Parkway, Gresham, Oregon.

COMMISSION PRESENT: SHANE T. BEMIS, CHAIR
SHIRLEY CRADDICK
JOSH FUHRER, VICE CHAIR
CAROL NIELSEN-HOOD
DICK STRATHERN

COMMISSION ABSENT: PAUL WARR-KING
DAVID WIDMARK

STAFF PRESENT: ALICE ROUYER, GRDC EXECUTIVE DIRECTOR
MICHAEL PARKHURST, SENIOR CITY PLANNER
RICK FAUS, SENIOR ASSISTANT CITY ATTORNEY
MIKE ABBATÉ, URBAN DESIGN & PLANNING SERVICES DIRECTOR
DEBORAH BOND, FINANCE & MANAGEMENT SERVICES DIRECTOR
RICHARD MACY, SENIOR FINANCIAL ANALYST
LAURA BRIDGES, COMMUNICATIONS MANAGER
ERIC SCHMIDT, COMMUNITY DEVELOPMENT SERVICES DIRECTOR
KRISTIN CHILES, PROGRAM TECHNICIAN
CECILLE TURLEY, RECORDING SECRETARY

1. INSTRUCTIONS TO CITIZENS ON SIGNING UP FOR PUBLIC TESTIMONY REGARDING AGENDA AND NON-AGENDA ITEMS

Commissioner Shirley Craddick read instructions.

B. CITIZEN AND COMMUNITY GROUP COMMENTS FOR AGENDA (EXCEPT PUBLIC HEARING) AND NON-AGENDA ITEMS

Ron Clemenson, Vice Chair of Public Safety and other assignments for the Centennial Community Association of East Portland gave comment. He said he has been following the progress of the Multnomah County courts project as it applies to the Rockwood area and has attended the meetings with his wife and others as it slowly moved along. He and his wife have lived here since 1967 and have seen the area go through a lot changes, and we are hopeful that the courts project will be a big help. He is here to listen to what will be said tonight and to let the Commission know that East Portland and the Community Associations of East Portland are very interested in this matter and want to see the project built in Rockwood since it affects East Portland as well as Gresham. It is important from a business aspect and for the proper growth of entire area and it might even reduce some of the crime in the area, which is a concern for everyone.

1. EAST COUNTY COURTHOUSE REPORT

Hector Roche, Community Liaison for the Multnomah County Chair and **Peggidy Yates**, Economic Development Policy Advisory for Multnomah County provided information on two upcoming public meetings on the East County courts project.

Mr. Roche said the first meeting is on March 30th from 6:30 to 8:30 p.m. at Parklane Christian Reform Church. The meeting will be attended by the entire project team, including the architect, possibly the contractor if one is on board by that time, and Commissioner Diane McKeel. Commissioner Judy Shiprack will probably attend. The agenda is an update on the schematics, appearance, and funding for the project. The project team hopes to have a good picture of the project by March 30th and a more complete picture by the date of the second meeting on April 22nd. At the meeting on March 30th the team will present a brief history of project to date, the principles behind project, and visuals of the project, including schematics and the interior. There will be a gallery walk with stations for the various components of the project with experts at each station available to answer questions. There will be opportunity for people to make public comment followed by a question and answer period. Last fall, the Board of County Commissioners approved \$800,000 to get the project to this point. On April 22nd the project team will present to the Board of County Commissioners an updated version of the information presented on March 30th. The updated presentation will be made during the time of the regular board meeting, although the specific time is not yet time certain, but it will be.

Ms. Yates said to manage expectations around the meeting on March 30, the general layout of the building will be presented, but not the complete design since it is still in the schematic design phase. The project team is starting to look at how it fits into the urban design and those types of issues, which will be part of the discussion items set up at the various stations along the gallery walk.

Chair Bemis thanked Mr. Roche and Ms. Yates for coming and providing this information. He said this project is very important to this GRDC, City Council, and all of the cities in East County, which have all been strong partners along with the neighborhood associations in trying to move this project forward.

Ms. Yates said that is their goal as well. We recognize the importance of the project to East County from 122nd east.

Mr. Roche recognized the efforts of Ron and Jan Clemenson who have represented the community incredibly well in their efforts to ensure this project moves forward. Mr. Clemenson has been a real asset to the whole project, so shout out to him.

Commissioner Carol Nielsen-Hood asked if the timeframe to have the project completed is still 2012.

Ms. Yates said March 2012 is timeline for when it will open.

2. GRESHAM REDEVELOPMENT COMMISSION ADVISORY COMMITTEE ANNUAL REPORT

Jean DeMaster, Chair of the Gresham Redevelopment Commission Advisory Committee (GRDCAC) presented the GRDCAC annual report. She said the GRDCAC sees its role as being able to raise a wide variety of perspectives on urban renewal issues from the broader community and present those to the GRDC for consideration, and to provide informal oversight on various Urban Renewal activities. 2009 was a very active year for the GRDCAC.

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GRDCAC Chair DeMaster's presentation is summarized as follows:

- In June 2009 heard the five-year assessment of the Urban Renewal program and looked backward over those five years to remember the commitments made as part of the vote by the citizens to approve the Rockwood-West Gresham Urban Renewal Area (URA), and also looked forward to the next five years to make sure voters continue to be pleased with what it sees from Urban Renewal.
- Made a series of recommendations to the GRDC from ideas raised from the community on whether 187th/188th should be realigned. The GRDC did not accept those recommendations, but the GRDCAC hopes they were helpful to the GRDC.
- Provided input on the design for the reconstruction of the Rockwood MAX station. There was interest in co-locating the platforms and the safety features for pedestrians. Members continue to be involved on the MAX Art Committee for the public art component.
- Participated in the September 17, 2009 GRDC/GRDCAC joint workshop on the Catalyst Site property and pleased to have dialog with the GRDC regarding the future of the property.
- Pleased the GRDC decided to proceed with interim uses for the Catalyst Site. The GRDCAC provided input that helped determine the interim uses.
- Participated last fall in the painting of Plaza del Sol event. The GRDCAC felt it was an important community-building event for the development of the area. There were 300 volunteer painters and over 200 spectators at the event.
- Continues to be involved in programming Plaza del Sol. The Pluto Day event was held on February 18 on the 80th anniversary of the discovery of the planet Pluto. The programming work group meets weekly and groups have expressed interest in using the site for events. The Plaza del Sol painting day and Pluto Day events opened up the site to the community and the proposed interim uses for the property will bring citizens into the area and make it a real gathering place.
- Continues to advise the GRDC on the budget and hopes the advice and comments are helpful.
- Is pleased sizable grants were awarded to businesses in the industrial area. The GRDCAC will do everything it can to increase revenues from the industrial area so they can be used throughout the entire URA.
- Continues to monitor use of the Storefront Improvement and Apartment Rehabilitation grant programs and is pleased about the safety improvements resulting from the Apartment Rehabilitation grant program.
- Recommended the featured elements to be used in the Burnside Road Boulevard Phase I project.
- Stark Street Boulevard Phase II is well underway and has many of the same elements as the Burnside Road Boulevard Phase I project.
- Pleased with the new name "Rockwood in Motion" for the transportation projects since it makes it clear to the community things are happening.
- In 2008, the GRDCAC created a formal place on committee for the Rockwood Business Coalition (RBC), and a member of the RBC was appointed to the GRDCAC in the fall of 2008. In addition, many members of the GRDCAC are also members of the RBC so the business community is getting a stronger voice through the GRDCAC, which will do whatever it can to strengthen the businesses in Rockwood and continue to seek representation from its citizens so they have a stronger voice.
- Hopes to continue to provide useful and varied perspectives to the GRDC that represent the entire community. It also hopes that within one year the URA looks somewhat different, but that in three years it looks markedly different as a result of the Rockwood in Motion transportation projects and other recent efforts, and that it will be much more functional for the citizens and the table will be set for permanent development.

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Commissioner Dick Strathern thanked Ms. DeMaster for her service. He said she has been Chair for just over a year and performs that duty remarkably well because of her knowledge of the community and leadership in the community. She has the ability to listen to all sides, gives everyone an opportunity to put their oars into the water, and can calm the waters when needed. Ms. DeMaster should be congratulated. As Chair of the GRDCAC, she is on the front lines of the biggest challenges the city is facing and her leadership will have a major payoff for the greater Gresham, including east Portland.

Commissioner Nielsen-Hood said she agrees. Ms. DeMaster is an asset to Gresham and Rockwood. She asked Ms. DeMaster when the Cinco de Mayo event will be held and about the makeup of the committee because she thinks the community will want to know that information.

GRDCAC Chair DeMaster said Cinco de Mayo will be held on Cinco de Mayo on Wednesday, May 5th. It will be a family-oriented, alcohol-free community celebration. There are no representatives from government on the GRDCAC, but it does have strong staff support from Alice Rouyer and Michael Parkhurst. Three members live in Gresham. The remaining members either have businesses in the Gresham area or work in the Gresham area.

Commissioner Nielsen-Hood said she thinks that it is great that all of the donations for the Cinco de Mayo event are coming from the local Rockwood businesses. If she were a citizen and she wanted to get involved on the committee, what should she do?

GRDCAC Chair DeMaster said to contact Alice Rouyer, GRDC Executive Director. We are looking for additional people to come onto the committee, particularly those who live in the Rockwood area.

Vice Chair Josh Fuhrer said he would echo his fellow Commissioners' praise of Chair DeMaster's leadership on the GRDCAC and would praise the work of all of the GRDCAC. Their input is very valuable to the entire urban renewal process and he cannot imagine the process without it. Chair DeMaster has done a great job of shepherding that process along. The Design Commission is starting to look with staff at Rockwood design standards and there is an opportunity for the GRDCAC to weigh in on that process, perhaps a joint meeting between those two bodies to look at what those standards might look like. Soon the process will be at a point where that meaningful discussion can take place. He would welcome the GRDCAC's input.

GRDCAC Chair DeMaster responded that she thinks the GRDCAC will want to actively participate in that process since all along it has talked about design standards and wants to make sure that as people enter the URA that there is a real sense of a community that comes together with unifying design, color, and patterns.

Commissioner Craddick said she will not repeat what everyone has said, but she would like to thank Ms. DeMaster. She does a wonderful job of facilitating the discussions at the meetings, which are robust. She appreciates everything she has done.

GRDCAC Chair DeMaster said thank you, but the people who really do all the work are Alice Rouyer and Michael Parkhurst.

Chair Bemis said the Commissioners said it; Chair DeMaster rocks. He thanked Ms. DeMaster and said he very much appreciates her service on the GRDCAC.

C. CONSENT AGENDA

1. REAPPOINTMENTS OF RICHARD ANDERSON, JEAN DEMASTER, AND CATHY OLSEN-DENNIS TO THE GRESHAM REDEVELOPMENT COMMISSION ADVISORY COMMITTEE

2. REAPPOINTMENTS OF RICHARD ANDERSON AND CATHY OLSEN-DENNIS TO THE GRESHAM REDEVELOPMENT COMMISSION BUDGET COMMITTEE

3. GRESHAM REDEVELOPMENT COMMISSION MEETING MINUTES: JANUARY 21, 2010

Motion was made by Commissioner Shirley Craddick and seconded by Commissioner Josh Fuhrer **TO APPROVE CONSENT AGENDA ITEMS C-1, C-2, AND C-3.** The motion passed as follows:

BEMIS	YES	STRATHERN	YES
CRADDICK	YES	WARR-KING	ABSENT
FUHRER	YES	WIDMARK	ABSENT
NIELSEN-HOOD	YES		

D. COMMISSION BUSINESS

1. URBAN RENEWAL REVENUE PROJECTIONS

Deborah Bond, Finance and Management Services Director presented the staff report. (PowerPoint presentation attached as Exhibit A.)

Chair Bemis said the bar graph on page 4 of the PowerPoint goes to fiscal year 2014/15, which is about halfway through the life of the 20-year urban renewal plan. Where does the total revenue fit on those projections as far as \$92 million in a 20-year plan?

Richard Macy, Senior Financial Analyst said the recession will definitely affect the URA. Because assessed value is cumulative, the full \$92 million will not be realized. It will probably be more in the neighborhood of \$67 million if things stay about average. That is why staff is talking about doing projects and activities to stimulate better than average assessed value growth to jump start it and get it going again.

Chair Bemis asked at what point do we look at the total plan and start ratcheting off the last 20 percent, or what is that 20 percent?

Alice Rouyer, GRDC Executive Director explained that she is beginning a series of small group briefings with the GRDC to discuss the long-term debt issue. The forecast reveals that it is critical to get aggressive in years 2010 to 2015 since what is done in that period will shape what can be done at end point in the life of URA. Years 2015 to 2023 is when the projects should begin to be wrapped up. What we do between now through 2015 will hopefully help bring that percentage up to a point where more revenue is being generated than was projected and that in turn will lead to some better projects. We need to watch revenue growth very closely over next five years and generate some activities that will spur that growth.

Chair Bemis asked Mr. Macy to send the GRDC via email the methodology used to get to \$67 million.

Mr. Macy acknowledged Chair Bemis' request.

Commissioner Strathern said we hear a lot about a jobless recovery and one of the outcomes for the URA is job creation, which is concerning. That would also impact revenue. A question he occasionally gets from citizens that he does not know how to answer is if the appropriations in the Urban Renewal Capital Improvement Program (CIP) would be spent on those same projects if the voters had not approved urban renewal.

Ms. Rouyer said it is hard to say, but the URA allows for a geographic focus on Rockwood so it is probably a lot less likely since those funds would be competing against demands city-wide.

Vice Chair Fuhrer asked if analysis has been done to determine the types and sizes of projects needed to get closer to \$92 million.

Ms. Bond said that is very good question. She does not have an answer now, but that analysis is something that staff will probably begin to do from this point forward since it would be a very good approach for how to size what we are looking for.

2. URBAN RENEWAL CAPITAL IMPROVEMENT PROGRAM 2010/11 – 2014/15

Alice Rouyer, GRDC Executive Director presented the staff report. (PowerPoint presentation attached as Exhibit B.) She noted the “Unfunded Summary” portion of the CIP is not included in her presentation, but it is attached to the staff report.

Commissioner Craddick asked how much money will be budgeted in the Opportunity Fund once the CIP is approved.

Ms. Rouyer said \$850,000 is budgeted this year and \$1million next year. The total for the five-year CIP is \$3.85 million.

Chair Bemis said if the Opportunity Fund is for land acquisition then why not call it land acquisition since the term Opportunity Fund can be left to wide interpretation. Is it correct that the only thing the Opportunity Fund is targeted for is land acquisition?

Ms. Rouyer said she has been with the program a little over one year. She believes it was previously referred to as “Undeniable Opportunity” and was for more than just land. If the name were changed to “Land Acquisition” it would narrow the focus.

Chair Bemis said it should be called what it really is so if it is used for land, then call it that when developing the budget. It seems like there should be a land acquisition line item, but he does not know how important it is to have an Opportunity Fund line item. Is there anything else that would fit into the Opportunity Fund line item?

Ms. Rouyer answered replied not at this time.

Commissioner Strathern said Chair Bemis makes good point. Overall, he thinks that communication on this year’s CIP has been outstanding. He finally understands the material. Good job.

Commissioner Nielsen-Hood said good point. Maybe the GRDC can understand the CIP after a number of years, but can the general public? Regarding changing the name of the Opportunity Fund, maybe it ought to be named what it really is so the general public knows what it is, is unless there are other opportunities.

Ms. Rouyer read the criteria for the Opportunity Fund as listed in the CIP document on page 30/85 of the agenda packet. She said the Opportunity Fund was used once for land acquisition. Staff can make any changes to the description the GRDC would like to make.

Chair Bemis said he would like the name changed to “Land Acquisition” if okay with the GRDC.

There was consensus to change the name to “Land Acquisition.”

3. ROCKWOOD IN MOTION: STATUS UPDATE AND PUBLIC OUTREACH PLAN

(Recording Secretary's note: Chair Bemis turned the meeting over to Vice Chair Fuhrer during this presentation and left the meeting.)

Michael Parkhurst, Senior Planner gave a brief update on the status of the Rockwood in Motion projects: Stark Street Boulevard Phase II; 188th Avenue Light Rail Station; Burnside Boulevard Phase I; and 187th/188th Avenue Realignment at Stark. He said Stark Street Boulevard Phase II is well underway with most of the north side work is not quite done, but getting there. The design of the new light rail station is essentially complete and the artwork selection process for that project is underway with an expanded art committee working with the artist on an aggressive schedule for final designs by early April to bring to the GRDC in May. Design concepts for the edges of the Rockwood Triangle are in development, including concepts for the 187th/188th realignment project and Burnside Boulevard Phase I. Distinctive treatments for street grates and furniture, etc. are being sought so people will know they have arrived in Rockwood. A robust public outreach plan has been developed for Rockwood in Motion in order to mitigate the effects of the construction on the businesses and residents in the area. Laura Bridges, the City's Communications Manager will present the public outreach plan.

Ms. Bridges presented the public outreach plan for the Rockwood in Motion projects. (PowerPoint presentation attached as Exhibit C.). She noted that this will be the first time that video will be used. It will be called “Open for Business” and will be posted on the City's website and on YouTube.

Commissioner Strathern told Ms. Bridges that she is telling a wonderful story and he is impressed by the array of tools demonstrated in her presentation. Which of the tools shown on slide number five gets into the most households?

Ms. Bridges said the newsletter, which goes to every household in Gresham once each quarter, including the apartments. We consistently hear from residents that it is their source of information about the City.

Commissioner Strathern said that is what he heard. It has a tremendous impact since it gets into so many households; it is readable and is packaged in a friendly format in terms of the critical and most recent information going on in the City. Great job and keep up the good work. How many households receive the newsletter?

Ms. Bridges said approximately 49,000. She thanked Commissioner Strathern and said the newsletter is a team effort. Kudos to Jean Harrison for her wonderful layout of the newsletter every quarter. She is the City's Graphic Communications Specialist.

Commissioner Nielsen-Hood said it is important to communicate with area businesses about the project and the changing construction schedules because that did not always happen with the Powell Boulevard project and she received a lot of calls about it. She really likes A-boards so she would

encourage those be place by the driveway of the businesses in the construction zone so people will know where to turn to access the businesses. Regarding advertising on bus benches, they are a great tool for advertising so it would be great if those could be utilized.

Ms. Bridges said staff definitely will. That was discussed as this plan was developed. There were some really positive things that happened with the Powell Boulevard project, but one thing staff keenly brought back was that too much communication is never enough so staff will make sure it stays on point.

Commissioner Craddick said one tool she does not see listed is email. Will that be used to communicate regularly with the businesses in the area? When she worked on North Interstate during the MAX line construction project she and her co-workers received daily emails on the status of the construction, which was very helpful to staff and in directing customers.

Ms. Bridges said the communications team is working with Ms. Rouyer to utilize Urban Renewal's email lists. In addition, project-specific list serves can be developed and the team will be looking at how that best happens.

Vice Chair Fuhrer said he would echo Commissioner Craddick's comments. The email list should include anyone who would be interested. In-person outreach to affected businesses is important during construction to mitigate the impact of the construction. It would also be valuable to follow up with those businesses after construction to learn what worked and what did not so the process can be fine-tuned for the next project. In addition, send ribbon-cutting invitations to those on the list-serve so they can be included in the celebration since the community will likely be impacted, and start developing the list right now. Also, he would like to see outreach to the construction workers to encourage them to take their lunch at those local businesses impacted by the construction to help mitigate the impact on those businesses.

Ms. Bridges said staff will build a new list serve for this project and see how others can be utilized. She tries to make them flexible so they can be used for more than one thing. The list will include anyone who signed up for construction or traffic updates, whom she considers stakeholders and partners in this, and they will be included in any celebratory or public notice regarding the project. Regarding the comments on real-time feedback, she did not mention in her presentation that there is an evaluation component to the public outreach plan that will be used to learn from and improve communication. Regarding outreach to affected businesses, Ms. Rouyer's and Mr. Parkhurst's knowledge of the community will be utilized in the communications team's efforts to work directly with the affected businesses during construction to mitigate the impact on those businesses.

Commissioner Strathern said that the leadership of the neighborhood associations is key in terms of this communication so include that leadership on the email list.

Commissioner Craddick suggested finding a way to include the people living in the apartments on either side of Burnside and Stark on the email list since they will be impacted.

Ms. Bridges said agreed. Staff will make sure the newsletter lets people know where they can subscribe to list serves as well as the Facebook page and the Twitter feed. Hopefully, there will be a communication tool to hit everyone's preference.

Commissioner Strathern commented that during his tenure on the City Council and GRDC there has not been much opportunity to hear from Ms. Bridges regarding communications. He asked Ms. Bridges to come and visit with the City Council and GRDC more often. It would be extremely valuable.

Ms. Bridges said she would be happy to provide updates more regularly.

4. SMALL BUSINESS INCENTIVE PROGRAM IN THE URBAN RENEWAL AREA

Mr. Parkhurst gave the staff report. (PowerPoint presentation attached as Exhibit D.) **Eric Schmidt**, Community Development Services Director and **Kristin Chiles**, Community Development Services Program Technician were in attendance to answer any questions the GRDC might have.

Commissioner Nielsen-Hood said she loves this program. How many businesses have applied since February 17?

Mr. Schmidt said none yet because the process has not been approved by the City Council and there is no formal application process. Probably a handful of projects would retroactively qualify for the program within the three areas that the City Council reviewed last week.

Commissioner Nielsen-Hood asked if a locally-owned franchise includes businesses like a local coffee shop that wants to expand.

Mr. Parkhurst said part of this grows out of a discussion with the GRDCAC regarding the Storefront Improvement grant program because that program's guidelines excludes franchises and some on the committee felt something like a Subway shop that is a small, locally-owned business should be included, but there was no clear resolution. He thinks Mr. Schmidt's staff is wrestling with the same questions.

Mr. Schmidt said staff is putting language together for City Council consideration on April 6. Regarding national franchises, one thing that is being looked at is if it is the franchise itself or the national name we want or do not want, or is it really just looking at how to incent a local business owner to in essence purchase a franchise, open up a shop, and what that will mean.

Commissioner Nielsen-Hood said she does not know how to answer any of those questions, but the double dipping bothers her. Is staff doing research on the potential impact?

Ms. Rouyer said the two programs are a bit different and no research has been done. The Storefront Improvement grant funds exterior improvements. It is a policy decision as to whether the GRDC wants to fund exterior improvements and grant some waivers of fees associated with development.

Vice Chair Fuhrer said to get some idea of the amount of the fees, what would the average fees be for a 1600-square-foot business, for example?

Mr. Parkhurst said the research shows the fees are all over the map. He would say that several of the businesses in 2009 had fees anywhere from \$2,000 to \$66,000. The real question is will the business trigger a \$50,000 traffic impact fee.

Vice Chair Fuhrer said by the same token, there could be a business that will have to choose between a \$20,000 Storefront Improvement grant and a \$2,000 waiver of fees. Maybe the answer is to cap the amount of the double dip and for anything beyond that then the fees are due.

Commissioner Nielsen-Hood said she does not think many people realize how traffic impact fees work.

Mr. Schmidt said he is not an expert, but it based on the proposed use. There is a manual that lists all types of uses with a factor for each type of use and if the use is not a listed then traffic counts are required to obtain data on if a traffic impact fee is needed and if so, how much.

Commissioner Nielsen-Hood asked how the proposed use will be assessed for someone who has been building cabinets in his or her garage. Is it the number of customers who come to the new 5,000-square-foot facility? It seems unfair for a new business that is trying to progress to potentially be faced with some large traffic impact fees.

Mr. Schmidt said he understands the question, but does not know if there is a means to challenge it or apply for a reduction.

Vice Chair Fuhrer said there we need to identify other locations in the budget where the dollars will come from to make up for this or are we just waiving the fees and foregoing the income, or is it coming from another source?

Mr. Parkhurst said the URA will be able to pay the fees so the City will be made whole. He does not believe that is the case for downtown.

Mr. Schmidt said a combination of waivers is being considered for downtown and the Civic Neighborhood.

Vice Chair Fuhrer suggested one option is capping the fund amount at a certain number and the applications that come in up to that amount receive a waiver and the ones that come in after that threshold do not.

Commissioner Craddick said to clarify, are we are talking about waiving the fees similar to what we discussed for downtown, Urban Renewal will pick up the difference, and we are adding a caveat that there might be a cap that we would waive up to a certain point after which they would have to pay the difference?

Mr. Schmidt said at last week's City Council meeting there was no cap assigned and the resolution for the City side does not include a cap. Staff will monitor it very closely and report back to Council regularly about the activity levels so it has a broader view of the potential financial impacts.

Vice Chair Fuhrer said he would be more comfortable if there was a predetermined amount we are willing and able to waive so we are not writing a blank check. Obviously, we want this program to help stimulate business, but we need to be fiscally responsible and make sure we do not have to start making priorities or take dollars from elsewhere. He would like to see a cap or some mechanism that provides some certainty on the amount of dollars spent.

Commissioner Craddick said she concurs.

Commissioner Strathern said he gets heavily questioned by people at Jazzy Bagel twice a week and they were very curious about this program. They said it would be neat if staff provided some specific examples of how this program could help businesses to get a sense of how the program will work. From a communications viewpoint, we need something the young entrepreneur can get their arms around so they can decide whether to take advantage of the program.

Mr. Parkhurst said regarding the traffic impact fee and the scope of likely costs, the one business that had a big traffic impact fee was a brand new spec commercial space building on 181st that

subsequently had a retail tenant move in. In that case, it is going from zero to many traffic counts and they were hit with a rather large fee. None of the other businesses had a fee of that scale. The next biggest traffic impact fee was about \$10,000. Most of the businesses we expect to see in Rockwood will move into established commercial space so the traffic count will not go from zero to a lot of traffic, although he offers the same caveat as Mr. Schmidt that this is something he does not know a lot about.

Vice Chair Fuhrer said regarding automatic approval versus bringing the applications to the GRDC, if the city-wide program has automatic approval, it does not make sense for this program to be any different unless the traffic impact fee is such a huge number that staff thinks the GRDC should see it. If we have a cap on the total amount then maybe we need to consider automatic approval up to a certain dollar amount and anything over that comes here.

Commissioner Craddick said she thinks there needs to be a cap on the total amount in addition to the individual application. In addition, she would like to see the application come to GRDC, not for approval but for the GRDC to receive information on what applications have been received and what stimulus this program is creating.

Vice Chair Fuhrer said regarding double-dipping, if the City Council rolls this out city-wide then how will this program integrate with the City's program?

Ms. Rouyer said staff's recommendation is for the Urban Renewal program to mirror the City program so they can be administered together, which will make administering the program much easier. The only difference between the two programs is the funding source. The funding would be subsidized by Urban Renewal. The idea is for staff to report monthly to the GRDC on the status of the program.

Vice Chair Fuhrer asked regarding new construction and why it is not a good idea to apply this to new construction today in terms of traffic, etc., what is the rationale behind excluding converted residential space if it is zoned commercial? How is it different from an existing storefront? Is it traffic?

Mr. Schmidt replied that the conceptual thoughts around this program were garage to storefront in order to fill in vacant storefronts.

Vice Chair Fuhrer asked how storefront is being defined.

Mr. Schmidt said per the City's resolution, it is existing commercial space.

Vice Chair Fuhrer noted the discussion on the Opportunity Fund earlier in the meeting and asked if this program would be an example of a use of the Opportunity Fund if the program caps out before the end of the sunset period?

Ms. Rouyer said the Opportunity Fund could perhaps be used, but the GRDC would have to tell staff how it wants to those dollars used. The biggest area of uncertainty with this program on both the Urban Renewal and City side is what the financial impact might be. Staff has anticipated \$75,000 and has put that amount in the proposed fiscal year 2010/11 budget. If it turn out it costs more, staff anticipates a supplemental budget process to ask the GRDC for more money.

Vice Chair Fuhrer said if \$75,000 will be budgeted for the program in fiscal year 2010/11, it may make sense to cap the total amount at \$75,000, and if the budget is spent before the sunset period then staff can come back with a supplemental budget request.

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Commissioner Craddick said a cap is needed, then wait and see since we do not know how it will turn out. Come back to the GRDC if the funds are exhausted.

Commissioner Strathern asked if staff has an estimate of how many applications will be received.

Mr. Schmidt said he believes it will be a successful program, but he does not have a good feel for the actual number of businesses that will apply. In these three areas of the City in calendar years 2008 and 2009 we look at total fees of \$180,000. Roughly half of those revenues were in the URA, with the other half split between the Civic Neighborhood and downtown. If this program is wildly successful and double number of applications are received, then it could be an impact of somewhere between \$150,000 and \$180,000 in one year.

Vice Chair Fuhrer asked the GRDC if it is comfortable with a \$75,000 cap.

Commissioner Nielsen-Hood said first, she would like to know how are word is going to get out about the program since that will impact the number of businesses who will apply and whether to set a cap.

Mr. Schmidt explained that he has had meetings this week on a comprehensive marketing package to get the word out. Staff will work with Laura Bridges and Kristin Chiles on that effort while at the same time explore other opportunities to leverage further what the City might be able to do for small businesses.

Vice Chair Fuhrer said instead of calling it a cap, it might make sense to have staff come back to the GRDC when the \$75,000 threshold is reached and provide monthly updates on progress. Is the GRDC comfortable with that approach?

The consensus was yes.

Vice Chair Fuhrer asked the GRDC if the Urban Renewal program should mirror the City's program.

The consensus was yes.

Vice Chair Fuhrer asked the GRDC if approval of applications for eligible projects should be automatic versus bringing those to the GRDC.

The consensus was yes.

Commissioner Craddick added that she would like to see the list regularly.

Commissioner Strathern added that since this is new program, he believes the GRDC would like to see every application for information purposes - not all the detail, but who has applied, for what purpose, and the amount.

Ms. Rouyer asked if the GRDC would like to receive that information on a monthly basis.

Commissioner Strathern answered yes.

Commissioner Nielsen-Hood asked if that information could be sent via email as it happens rather than wait for a monthly update so we can stay on top of it.

The consensus was yes.

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Vice Chair Fuhrer asked the GRDC if the program boundaries should mirror the City's program.

The consensus was yes.

Vice Chair Fuhrer asked the GRDC if it was okay for a business to qualify for this program and also for the Storefront Improvement grant program.

Commissioner Strathern said he thought staff said they would research that issue.

Mr. Parkhurst said he is not clear what research the GRDC desires. It is really a policy question since the Storefront Improvement grant program is a different program with different goals.

Commissioner Craddick said she suggests that they be eligible for both programs. Why should the GRDC be concerned? These are two different programs and this is a very difficult time so we need to give businesses every opportunity if the funds are available.

Vice Chair Fuhrer said he agrees.

Commissioner Nielsen-Hood said she also agrees and wants to make sure that staff markets both programs so businesses are aware of the opportunity.

Vice Chair Fuhrer asked staff if it has enough direction.

Ms. Rouyer and **Mr. Schmidt** both replied yes.

E. ADJOURNMENT OF MEETING

Hearing no further business, Vice Chair Fuhrer adjourned the meeting at 5:54 p.m.

SHANE T. BEMIS
CHAIR

Respectfully submitted,

Cecille Turley,
Recording Secretary